

ACTIVITY REPORT

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| Name of the activity | Value Added Course Decision Intelligence & Digital Transformation | Date | 10/10/2022 to 14/10/2022 |
| Name of the Moderator | Ms. Navpreet Sidhu | Time | 9:00 am- 4:00 pm |
| Name of the Resource Person | Dr. Roger Moser | Mode | Offline |
| Nature of the activity | Value Added Course | Program & Batch | BBA Business Analytics - Section X |
| Number of students participated | 50 | Academic Session | 2022-2023 |

About the Activity

Global week commenced on the 10th of October 2022 to the 14th of October 2022 at Chitkara University, Panjab with 75 international faculties, 40 universities, and 20 countries participating in it as collaborative teaching and learning. The global week started by welcoming the international professors to the campus followed by a cultural program performed by students. Dr Roger Moser was from Macquarie University, Australia an entrepreneurial scholar working at the interface between academia and industry. His research focused on how senior executives improve their decision-making based on the concept of “Decision Intelligence”. He conducted and delivered the information regarding decision intelligence and digital transformation and its relevance in financial services, healthcare, and supply chain by dividing students in small groups in which they participated in reliable decision-making based on decision intelligence that helped in enabling them to make the most of their data and optimize the potential of AI. On the last day, global professors evaluated their students, followed by a farewell speech given by the students to the Global Professor.

Aligned Activity Outcomes with Objectives

| Activity Objectives | Activity Outcomes |
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| 1. To make the best choice in decision making | Students learned how to evaluate various advantages and disadvantages of every alternative available and select the best alternative |
| 2. How to achieve business agility needed for today's uncertain times. | Students erudite how to work on business models for making correct decisions during vulnerable and uncertain times. |
| 3. To empower in using AI and data to make fast, accurate, consistent decisions and address certain needs and problems. (aligned with per SDG 4). | Students learnt in using the simulation AI eg. Siri for research , analysis and gathering information . |

GLIMPSES OF THE ACTIVITY



Image 1-Dr. Roger Moser during class interaction with students delivering the Business Model based on Neural Decision Intelligence.



Image 2- Dr. Roger Moser with Faculty Buddy Ms. Navpreet Sidhu and Students.